

Strategies to Reach Underrepresented Families

Organizations that succeed in reaching and working with diverse families – whether they are low-income, minority, homeless or speak limited English – use some common practices.

One method starts with how families are greeted. Underrepresented families are more likely to get involved if the environment is warm and welcoming. A bad impression can set a negative tone that will be hard to undo.

Other measures to get diverse families interested and engaged include:

- ☒ Work on building trust. Be patient, as this can take time.
- ☒ Strive for clear communication. Make sure goals, policies and procedures are clearly explained and that questions are fully answered.
- ☒ Recognize and respect cultural differences, in order to address families' needs. Learn to understand the value that differences bring.
- ☒ Develop partnerships so that responsibilities and decision-making can be shared. Provide opportunities for meaningful involvement.
- ☒ Hold parent workshops on topics that families help to develop.
- ☒ Train staff to understand the families' needs, issues and culture.



Develop strategies to embrace families who need help and support.
Empowered families build stronger children and better communities.



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1-800-552-7096 Virginia Child Abuse Hotline (language line available)

800-Children (800-244-5373) Parent Helpline